

Figure 1

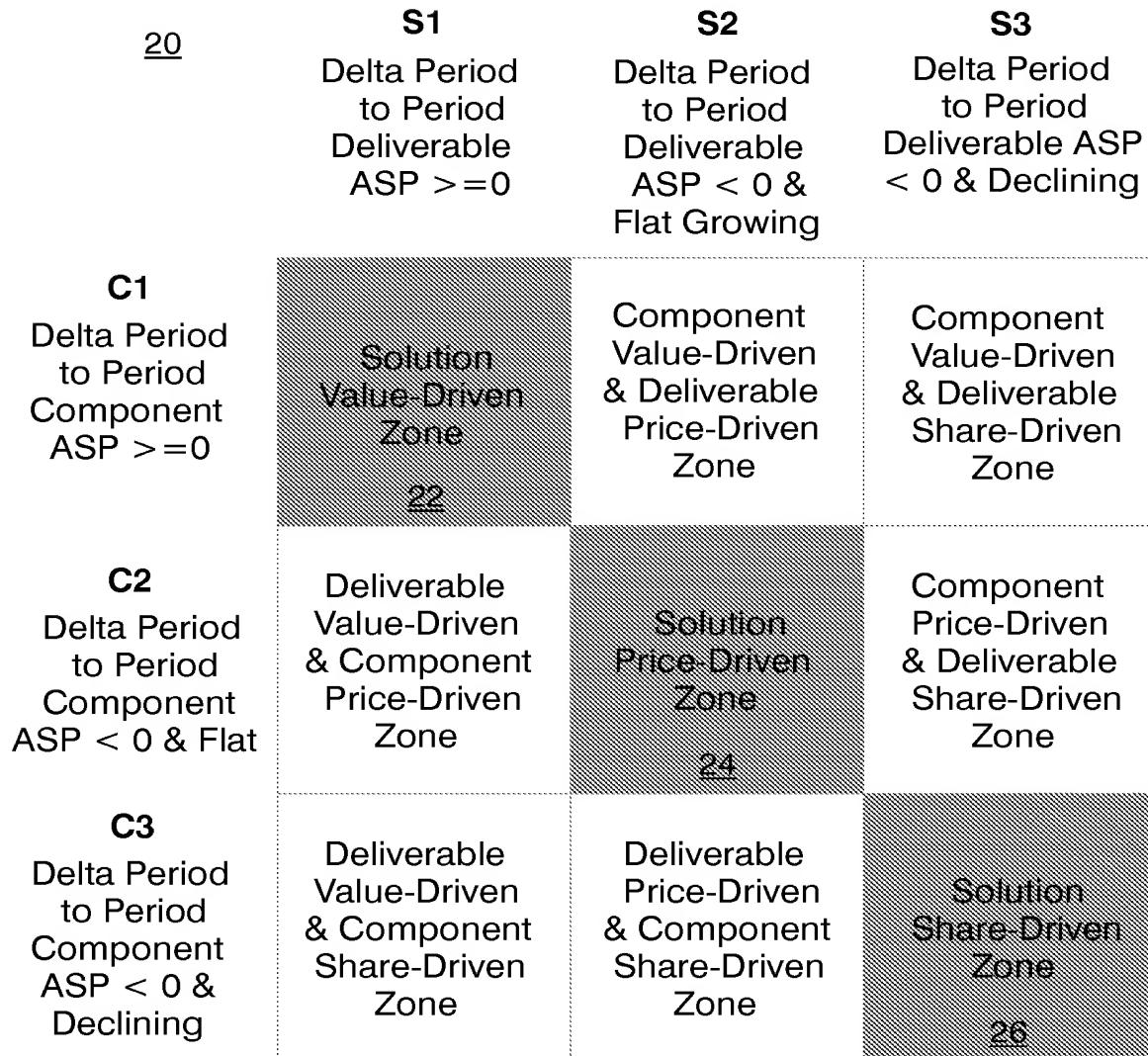


Figure 2

<u>20</u>	S1	S2	S3
	Delta Period to Period Deliverable ASP ≥ 0	Delta Period to Period Deliverable ASP $< 0 \text{ & Flat}$	Delta Period to Period Deliverable ASP $< 0 \text{ & Declining}$
C3 Delta Period to Period Component ASP ≥ 0	Solution Value- Driven Zone Significant Value Proposition-Profit likely and Primarily Value Dependent 22	Component Value-Driven & Deliverable Price- Driven Zone Component Value Proposition - Profit Possible	Component Value-Driven & Deliverable Share -Driven Zone Low Deliverable Value Proposition Profit Limited
C2 Delta Period to Period Component ASP $< 0 \text{ & Flat}$	Deliverable Value-Driven & Component Price -Driven Zone Deliverable Value Proposition-Profit Possible	Solution Price- Driven Zone Value Proposition not Significant Profit Primarily Cost Dependent 24	Component Price-Driven & Deliverable Share -Driven Zone No Deliverable Value Proposition -Profit Difficult
C1 Delta Period to Period Component ASP $< 0 \text{ & }\\ \text{Declining}$	Deliverable Value-Driven & Component Share-Driven Zone Low Component Value Proposition -Profit Limited	Deliverable Price-Driven & Component Share-Driven Zone No Component Value Proposition -Profit Difficult	Solution Share-Driven Zone No Value Proposition- Profit Unlikely 26

Figure 3

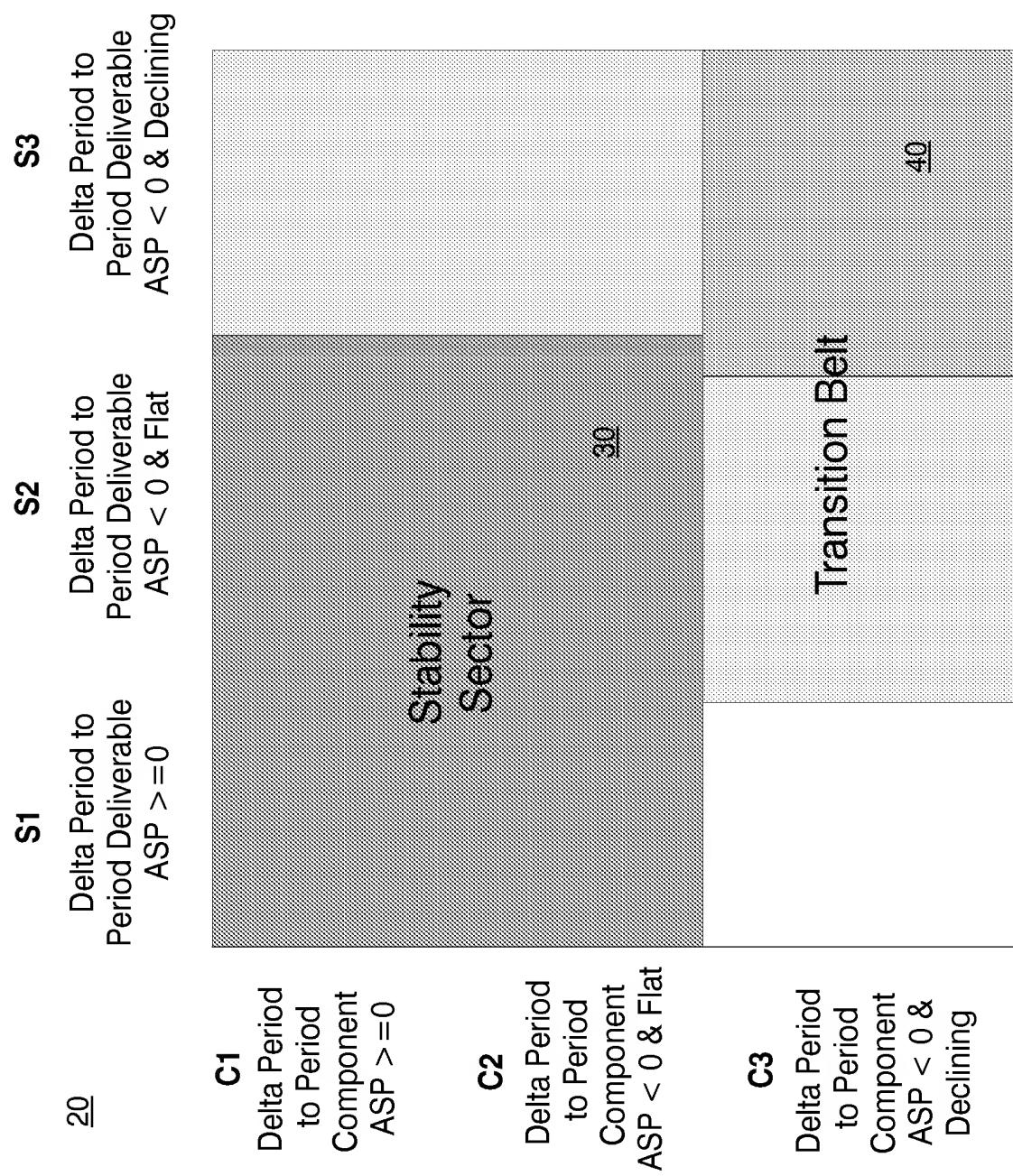
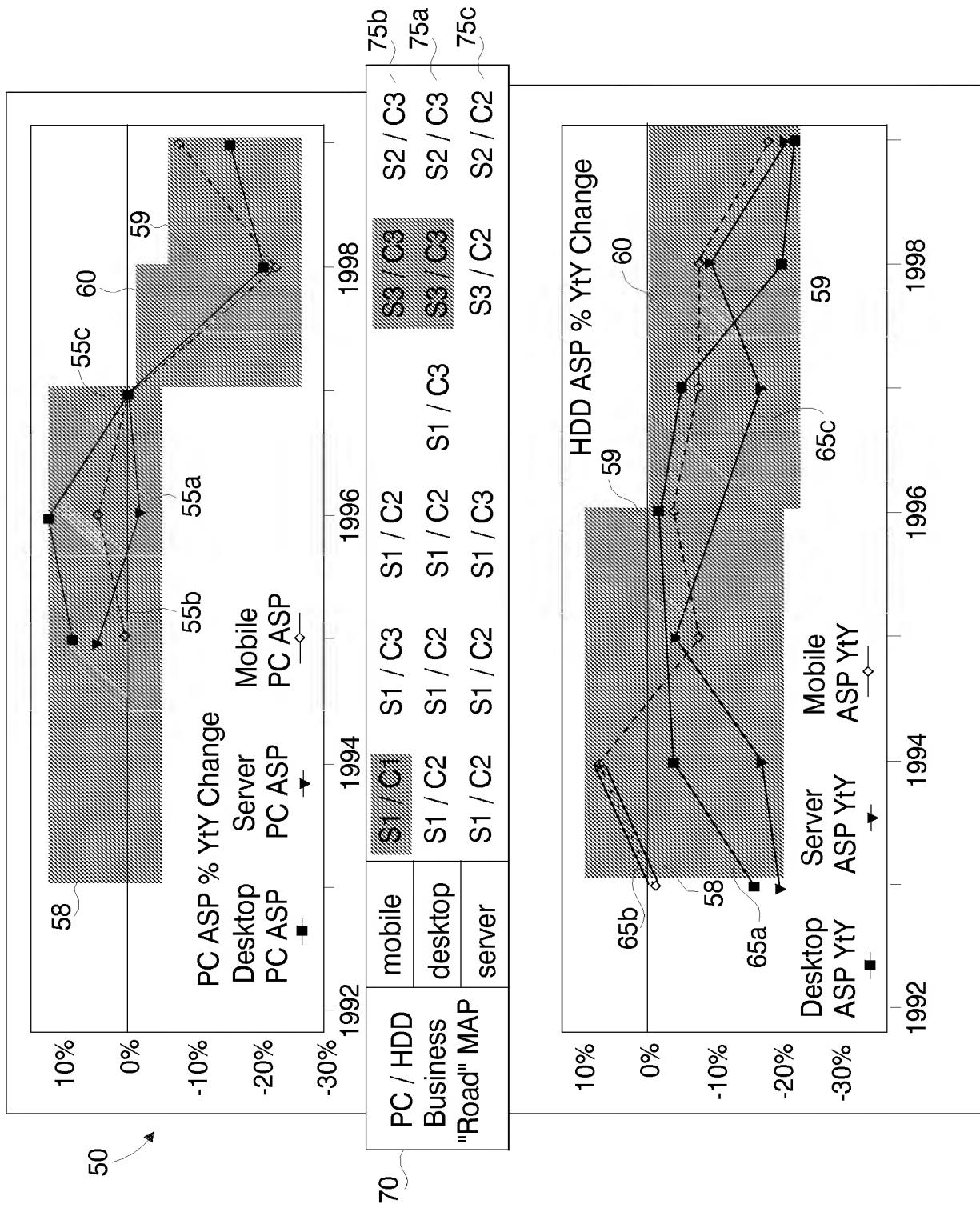


Figure 4

Figure 5



20a

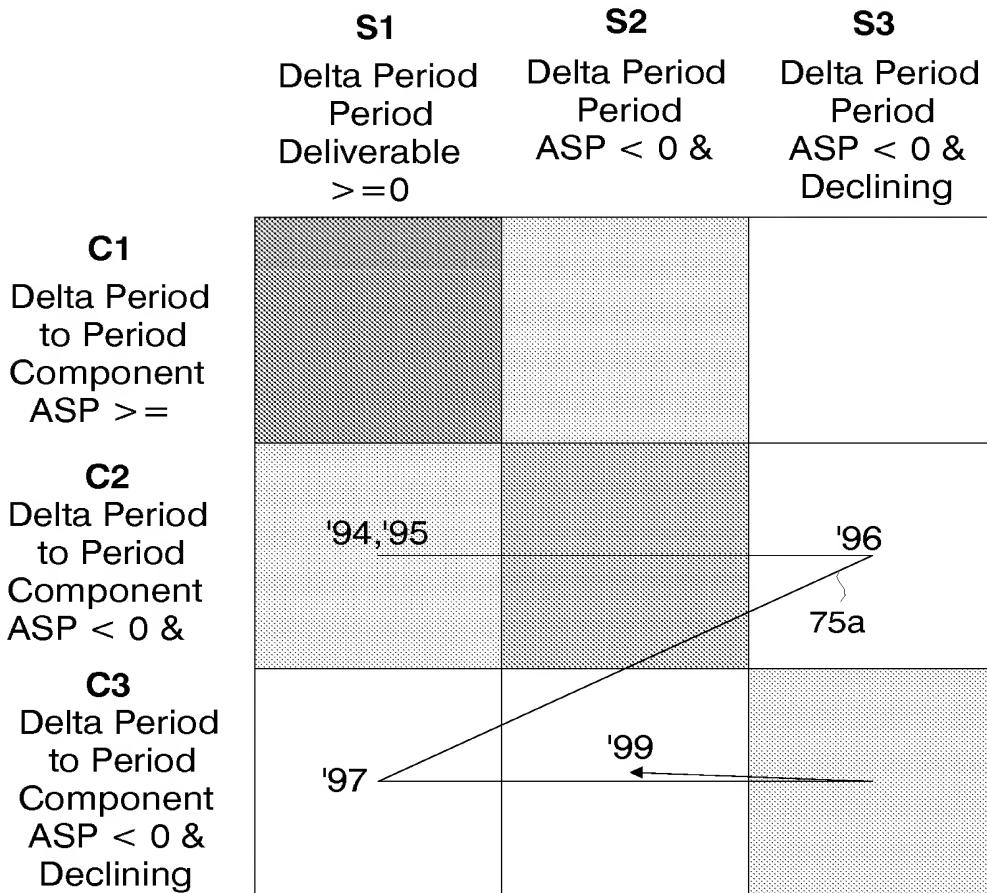


Figure 6(a)

20b

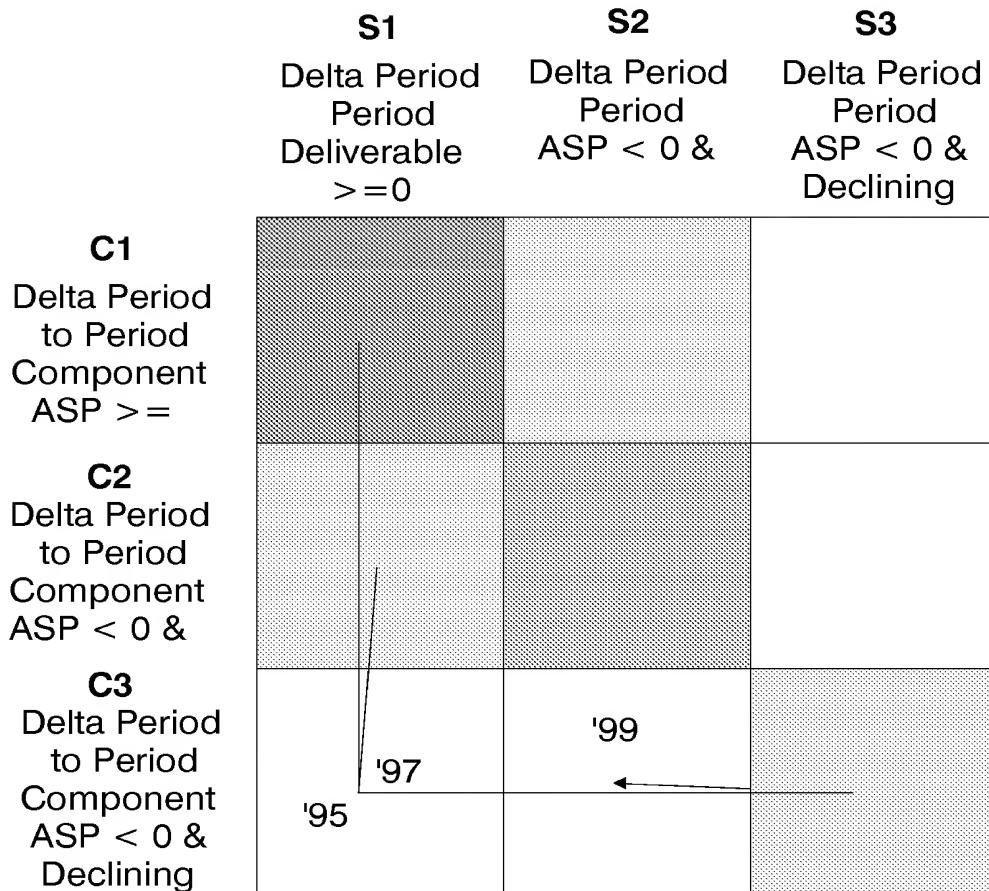


Figure 6(b)

20c

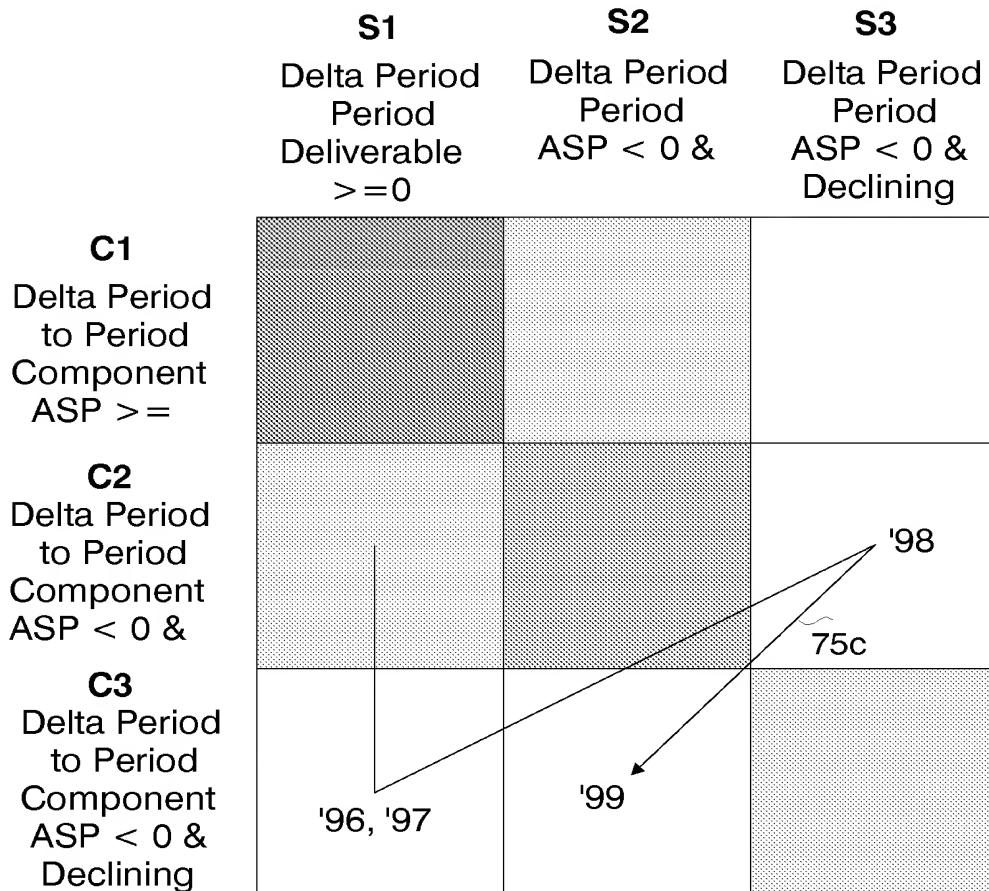


Figure 6(c)

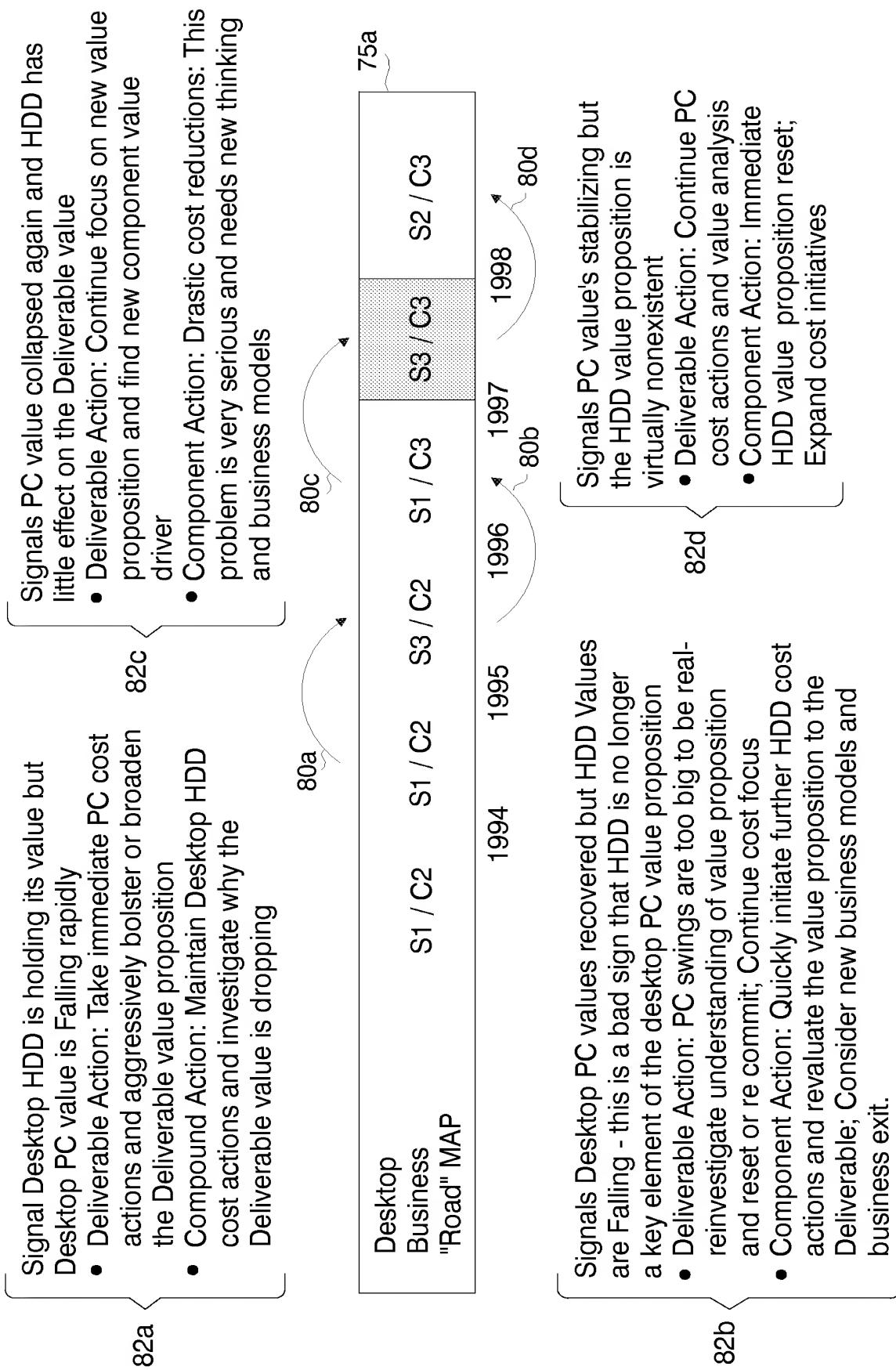


Figure 7(a)

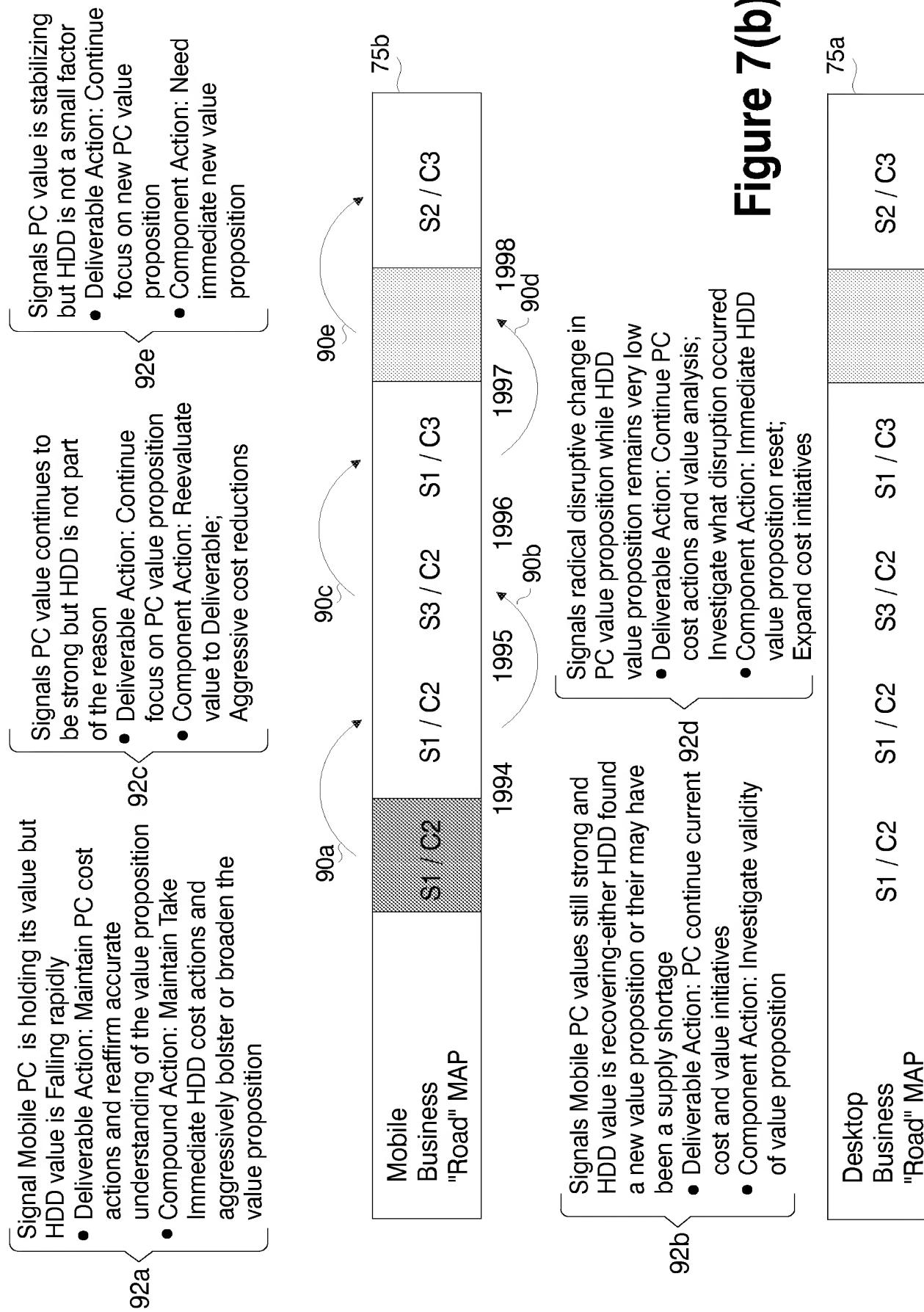
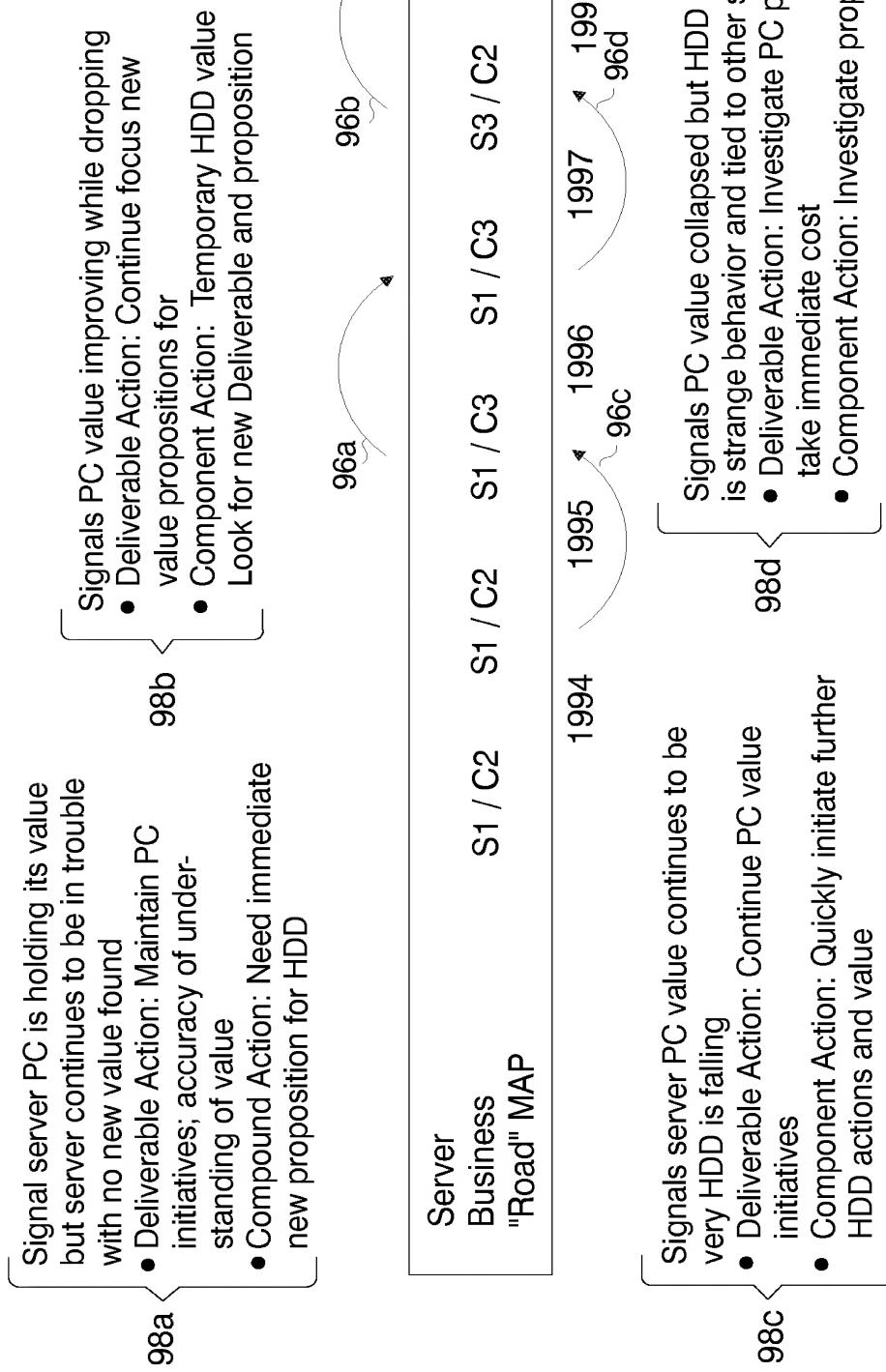


Figure 7(c)



Desktop Business "Road" MAP	S1 / C2	S3 / C2	S1 / C3	S1 / C3
S2 / C3	S2 / C3	S2 / C3	S2 / C3	S2 / C3

Figure 8(a)

Figure 8(b)

Figure 8

Day 1: Share driven Product Launch
Note: Deliverable and Components initially priced to gain share

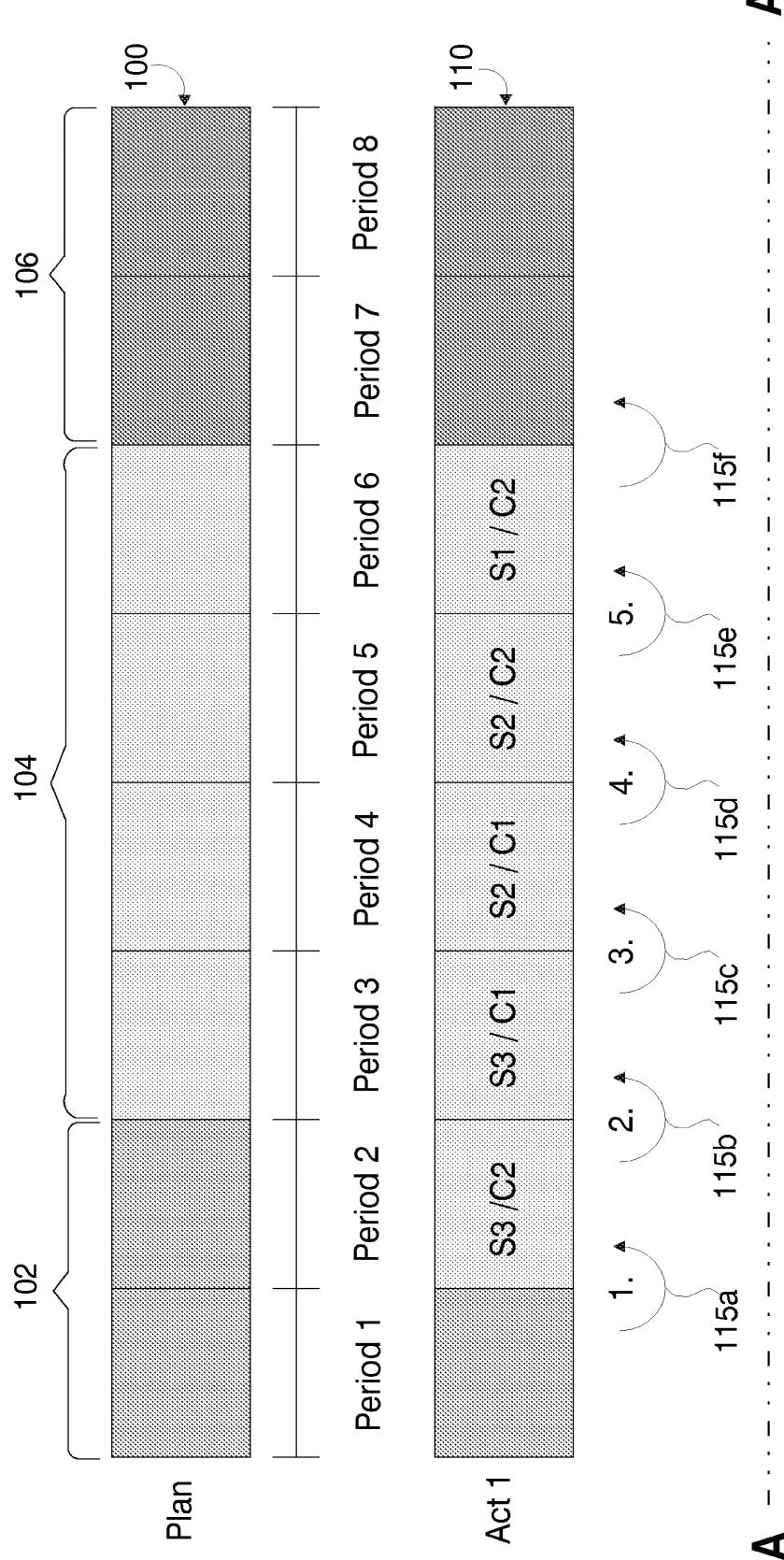


Figure 8(a)

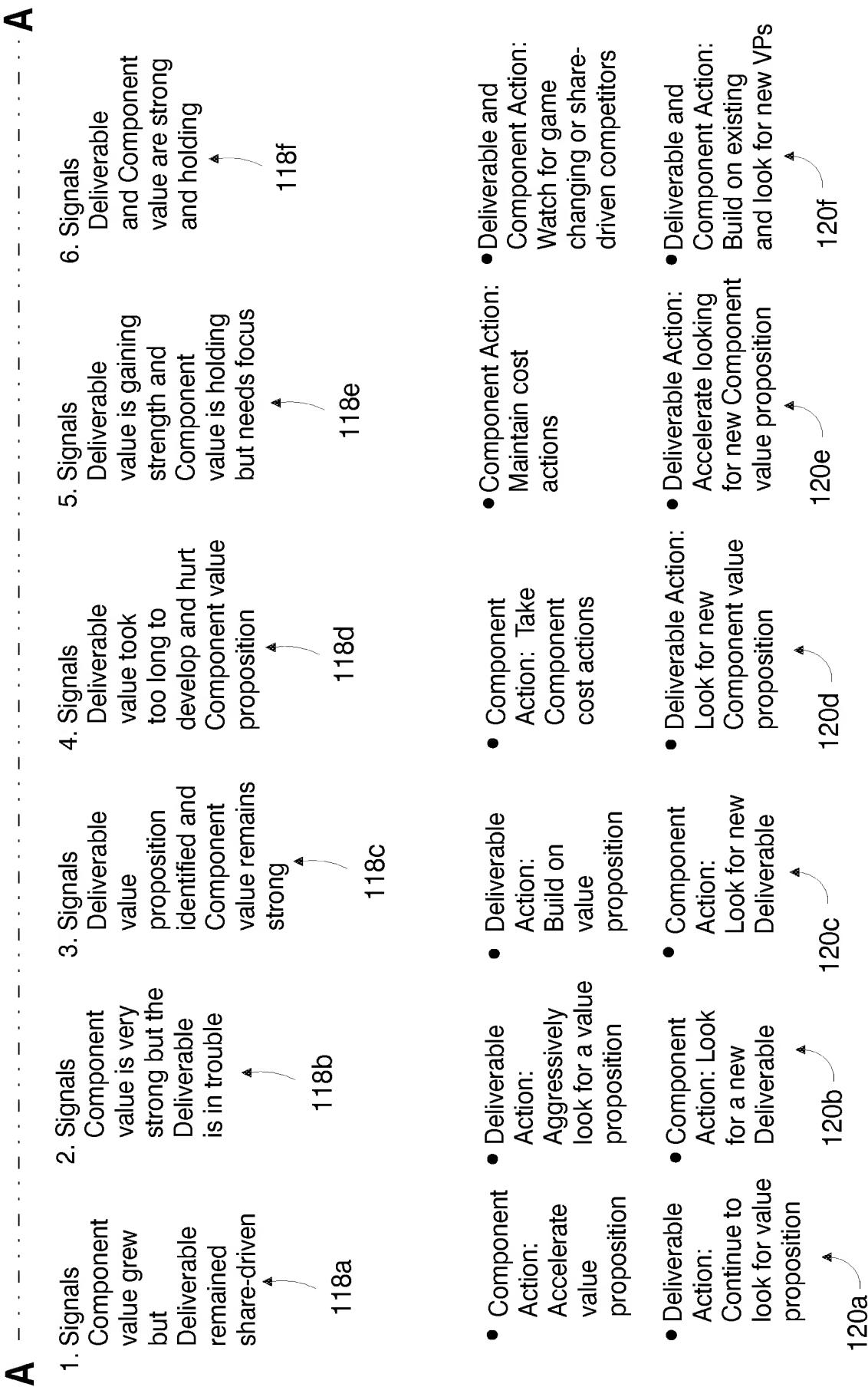


Figure 8(b)

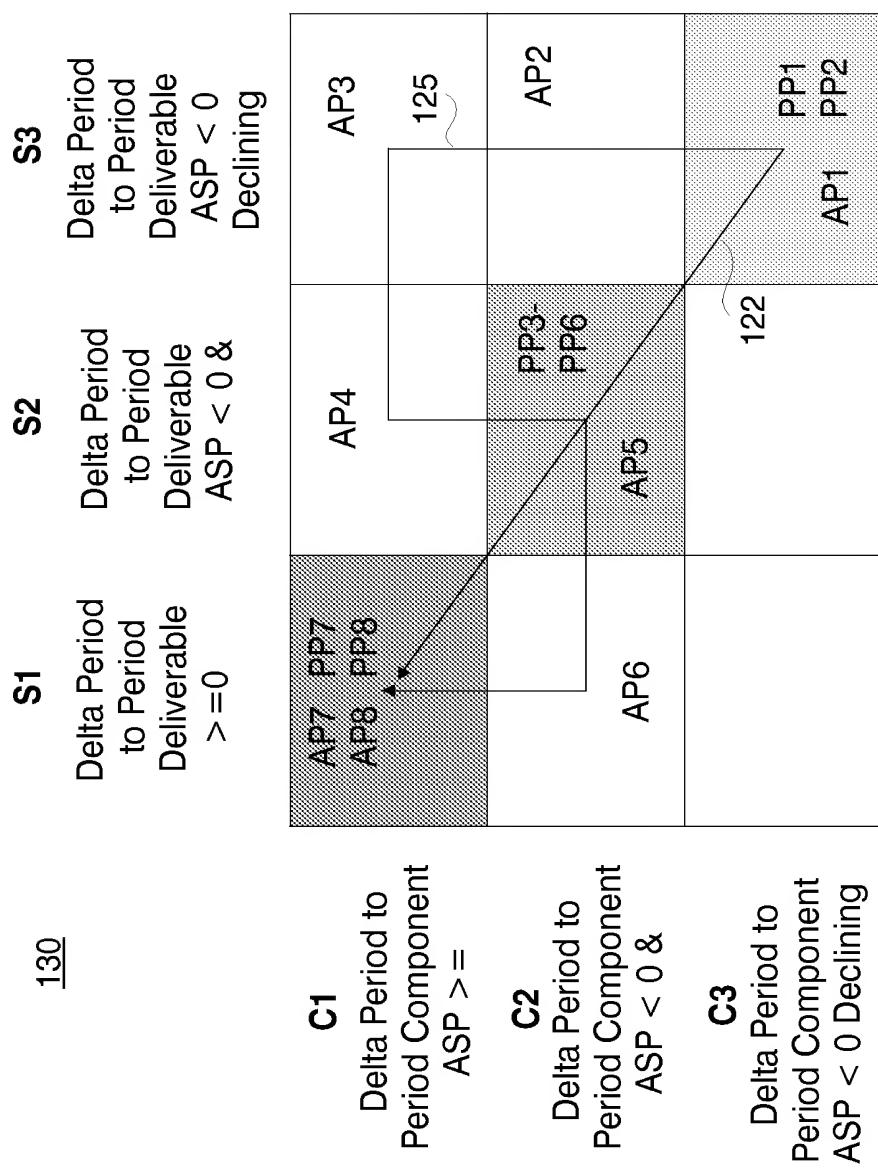


Figure 9

Deliverable Value Proposition	Proposition Ranking	Component Value Proposition	200	S1			S2			S3		
				Delta Period to Period Deliverable ASP >= 0	Delta Period to Period Deliverable ASP < 0 & Flat	Delta Period to Period Deliverable ASP < 0 & Declining	Delta Period to Period Deliverable ASP < 0 & Flat	Delta Period to Period Deliverable ASP < 0 & Declining	May be OK - Ranked high; ASP trend above zero	May be OK - Ranked high; ASP trend above zero	Problem ? - Ranked high; ASP trend negative	Problem ? - Ranked high; ASP trend down
1	X	C1			F	H	B	A				
2	B						M	C	Z			
3	M						N	V				
4	A	C2										
5	C											
6	Z	C3					E	X				
7	D						J	D	R			

Figure 10

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- Identify a customer value proposition (ex. broadband to the home)
- Analyze the Deliverable providers most likely to benefit and rank order them
- Assess the component supplier's existing relationship or relationship potential
- Assess participation outlook and create action plan to enhance value proposition / cost

Deliverable Ranking	Established Value Proposition	Competitive Supplies	Positioned to Deliver Future Value	No Relationship	Action Plan
Deliverable				X	
Deliverable		X			
Deliverable	X				
Deliverable Provider	X			X	
Deliverable				X	
Deliverable				X	
Deliverable					X

Figure 11